

Dynamic Message On-Premises Signs Stakeholder Committee Meeting #2

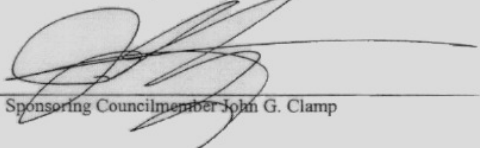
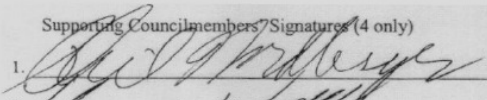
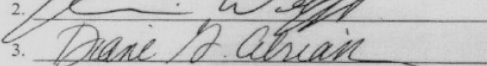
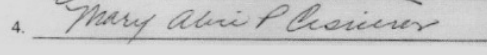

Planning & Development Services
January 25, 2010

Presentation Outline

- 1) Review first meeting outcomes
- 2) Review tour of signs and issues identified
- 3) Review other code provisions and analogs
- 4) Next Steps

Review January 4th Meeting

Purpose

CITY OF SAN ANTONIO OFFICE OF THE CITY COUNCIL COUNCIL CONSIDERATION REQUEST		RECEIVED CITY OF SAN ANTONIO CITY CLERK
		2007 DEC 14 PM 12:01
TO:	Mayor & City Council	
FROM:	City Councilman John G. Clamp	
COPIES TO:	Sheryl Sculley, City Manager; Leticia Vacek, City Clerk; Jelynn Burley, Deputy City Manager; Roderick Sanchez, Director of Development Services; Chris Callanen, Assistant to the City Council	
SUBJECT:	Request for Placement of Item on City Council Meeting Agenda	
DATE:	December 12, 2007	
Issue Proposed for Consideration		
<p>I ask for your support for the inclusion of the following item on the agenda of the earliest available meeting of the Governance Committee:</p> <p>I respectfully ask for your concurrence in directing the Department of Development Services to study the issue of On Premises Digital Signs. Utilizing the standards set for Off Premise signs should also apply to On Premises Digital Signs, specifically with regards to brightness, noise, other distracting characteristics, and light pollution. Because there are no existing guidelines specifically addressing digital on premise signs staff needs to study this issue and provide recommendation for council consideration.</p>		
Brief Background		
<p>In order to address the changes in sign technology, it is necessary to insure that the city's development codes address the emerging issue regarding On Premises Digital Signs. To date the Unified Development Code does not address on premises digital signs that are distraction or potentially hazardous</p>		
Submitted for Council consideration by:	 Sponsoring Councilmember John G. Clamp	
Supporting Councilmembers' Signatures (4 only)		District No.
1.		
2.		9
3.		2
4.		1

- Study on-premises signs utilizing the standards set for off-premises signs specifically:
 - Brightness
 - Noise
 - Distracting characteristics
 - Light pollution

Off-premises versus on-premises

Off Premises:



On Premises:



Types of Digital and Electronic Signage

Common Types



■ Monochrome

- Single color LED (Amber or Red)
- Primarily used to deliver text messages, corporate logos and limited graphics
- Text may sparkle, scroll, flash
- Text typically 5" or greater
- Most common category of electronic message centers on the market
- Lower cost

■ Example: time, temperature signs



Common Types – cont'd

■ Grayscale LED Sign

- New technology
- Single color with a 256 shade intensity spectrum that delivers the approximate resolution of a Black and White TV
- Priced less than color message centers
- Full motion graphics but limited colors (typically red or amber)



Common Types – cont'd

■ Color RGB 64k

- Entry level color technology
- Full-color control system provides 64,000 RGB Colors
- Used for outdoor displays showing looping animations and digital signage advertising schedules

■ Example: waving American Flag



Common Types – cont'd

■ HD Color RGB 16m – 33m

- Vegas or professional sports level quality
- 16 to 33 Million RGB colors
- Full motion, high resolution animated graphics
- Average 8,000 NITs
- Typical text 4.5" or greater
- Live video capabilities
- Used for large outdoor video walls, television studios, entertainment industry and sports
- Also used for looping playback and scheduling of outdoor advertising for corporate identity

■ Example: looping video (automobile advertisement on a highway)



Existing On-Premises Sign Ordinance

Current Ordinance

- Performance based ordinance based on:
 - Residential or nonresidential zoning district
 - Roadway type
- Adopted 1994
- Applicable in City and ETJ

Current Ordinance

■ Nonresidential zoning

- Freeway
- Arterial A
- Arterial B/Commercial Collector
- Local
- Single- and Multi-Tenant standards
- *Allow digital/electronic*

■ Residential zoning

- B&B, home occupations
- Apt/Condo permitted nonresidential zoning standards
- Nonresidential uses on local streets
- *Prohibit digital/electronic*

Sign Types

Freestanding Sign



Attached Sign



Current Ordinance – nonresidential

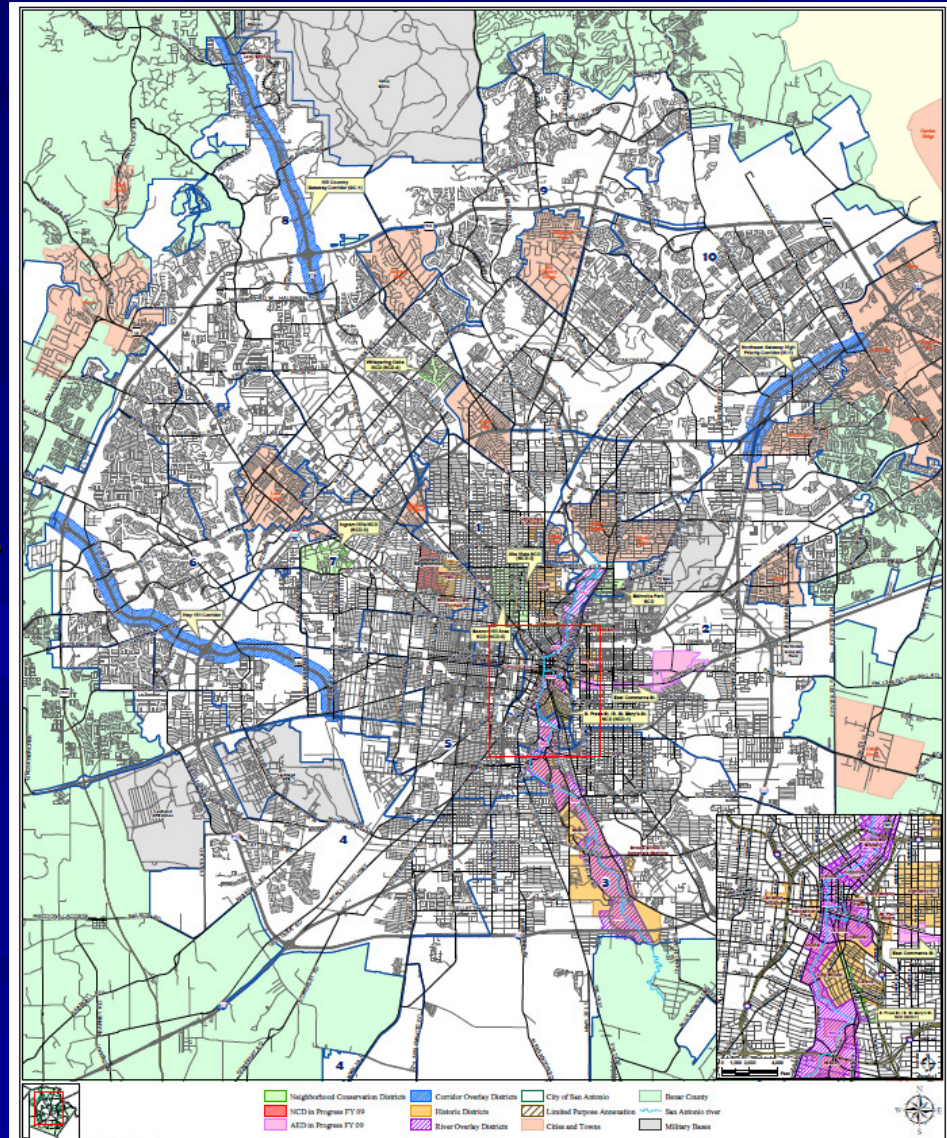
	Freestanding <i>Single Tenant</i>		Freestanding <i>Multiple Tenant</i>		Attached Sign	
Street type	Height (ft.)	Size (SF)	Height (ft.)	Size (SF)	% of facade	Min. SF
Local	16	75	20	125	25	50
Arterial B <i>(and Commercial Collector)</i>	24	150	32	250	25	75
Arterial A	40	240	50	500	25	75
Expressway	50	375	60	650	25	100

Current Ordinance – cont'd

- Adjacent grade bonus – up to 10 feet
- Sign area:
 - 100% first sign
 - 75% subsequent signs
 - Exception for automobile sales
- Signs allowed on each frontage (i.e. corner lots)
- 150 feet spacing between freestanding signs
- Allowance for sign master plan agreements

Special Districts

- Historic & RIO Districts
 - Prohibit digital/LED signs
- Neighborhood Conservation Districts
 - Each district varies
- Corridor Districts & Urban Corridors
 - Allow up to 25% of the sign area for electronic messages
 - Prohibit:
 - intermittent or flashing illumination
 - changes in brightness/intensity/color
 - Motion
- Arts & Entertainment Districts
 - AE-2 (primarily residential) prohibits outdoor electric signs



Regulatory Approaches

- 1) Prohibition
- 2) **Conditional**
- 3) Cap and trade
- 4) Districts
- 5) Incentives

Approaches – Conditional

- City-wide permission to operate dynamic signs with conditions
- Typical conditions:
 - Movement/motion limits
 - Minimum dwell times
 - Max. sign size/heights
 - Limit on % of sign area that can be dynamic
 - Locations, spacing, setbacks
 - Brightness (day/night)
 - Footcandles or NITs
- Analogs:
 - Texas: Abilene, Arlington, Dallas, El Paso, Fort Worth, Houston
 - Outside of Texas: Albuquerque, Oklahoma City, Phoenix, Seattle

Schedule

- Committee
 - Make preliminary recommendations to staff
- Public Input
 - Receive comments on recommendations
- Committee
 - Final recommendation to staff
- Staff recommendation to Zoning Commission (April)
- Infrastructure & Growth Committee briefing (May)
- Staff recommendation to City Council (June)

First Meeting Outcome

- Agree to approach
- Agree to schedule

Review of January 19th Tour

What we saw. . .

Intensity Settings



Intensity Settings - continued



Animation



% of Sign Area

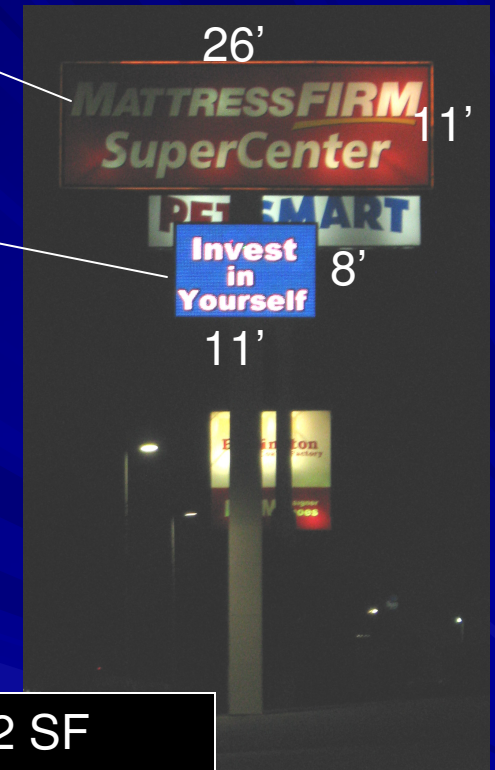


45 SF
71%

18 SF
29%

286 SF
76%

88 SF
24%



72 SF
74%

25.5 SF
26%

% of facade

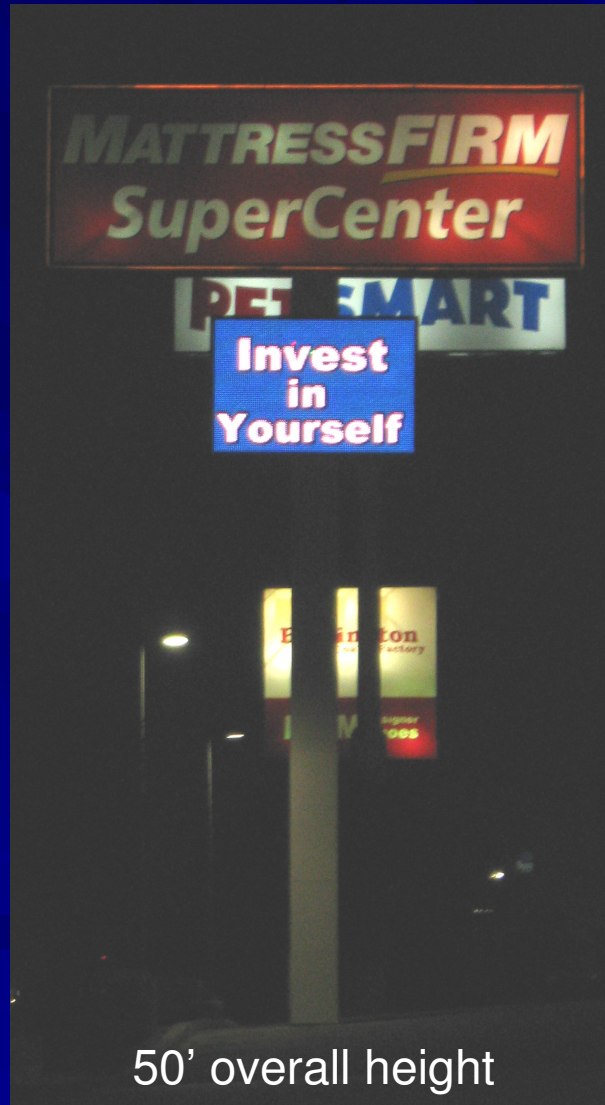


10'x20' =
200 SF

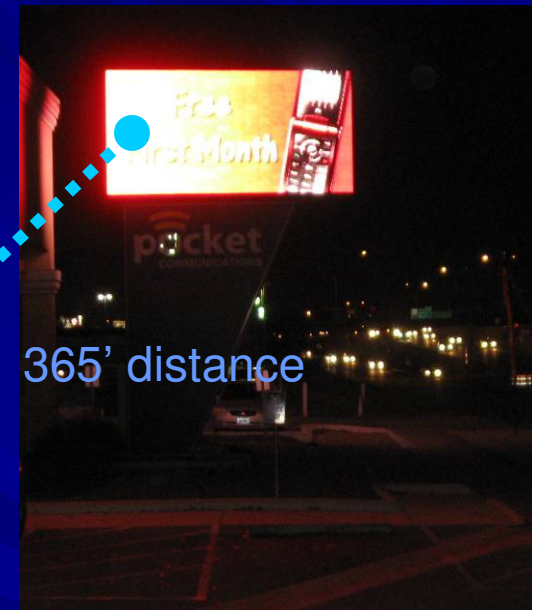
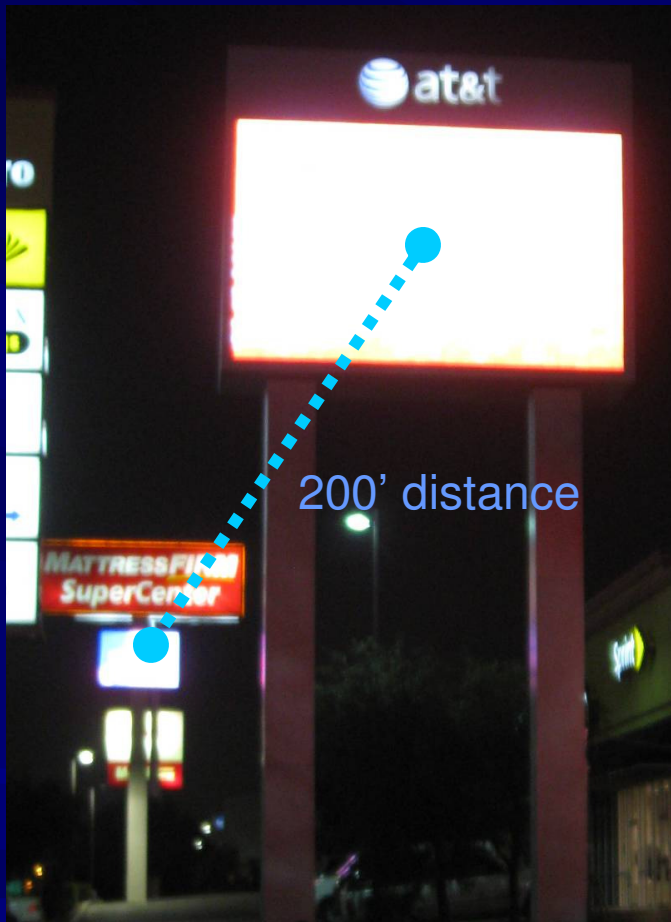


3'4" x 19'10" =
66 SF

Heights



Spacing



Concepts for discussion

- Brightness/intensity
- Animation
- Sign area for digital display
- Height for digital display
- Spacing between digital displays
- Spacing from residential use

Existing Code Provisions Addressing Brightness

Nits

- Nit: A unit of illuminative brightness equal to one candle per square meter, measured perpendicular to the rays of the source
- Each off-premise sign must have:
 - Dimmer control
 - Photocell to automatically adjust the display's intensity according to light conditions
- Analogs:
 - Abilene (7,000 day/1,000 night)
 - Dallas (nit formula)
 - Houston (6,500 day/1,250 night)
 - Seattle (500 night)

Off-premises table of nit levels

<i>Intensity Levels (nits)</i>		
<i>Color</i>	<i>Day</i>	<i>Night</i>
<i>Red Only</i>	<i>3,150</i>	<i>1,125</i>
<i>Green Only</i>	<i>6,300</i>	<i>2,250</i>
<i>Amber Only</i>	<i>4,690</i>	<i>1,675</i>
<i>Full Color</i>	<i>7,000</i>	<i>2,500</i>

Military Lighting Overlay District (MLOD)

- Footcandle: a unit of light measurement equal to one (1) lumen per square foot
- On- and off-premises digital signs limited to 0.3 footcandles over ambient light levels for the location and time and shall employ light cutoff devices, such as louvers, to minimize light escaping above the horizontal plane
- Analogs: None located

MLOD - continued

- On-premises signs may not be illuminated later than ½ hour after business closes nor prior to opening time.
- Analogs:
 - Dallas: hours limited on video displays
 - Phoenix: no more than 150 watts 11pm-sunrise
 - Seattle: 11pm to dawn

Next Steps

- Next committee meeting
 - Make preliminary recommendations to staff on concepts
- Public Input
 - Receive comments on amendment concepts
- Committee
 - Consider public comments and update recommendations, as applicable
- Staff recommendation to Zoning Commission (April)
- Infrastructure & Growth Committee briefing (May)
- Staff recommendation to City Council (June)

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